

This listing of claims replaces all prior versions, and listings, of claims in the application:

**Listing of Claims:**

Claims 1 through 20 (canceled)

Claim 21 (currently amended): A method for displaying, collecting and evaluating viewer reactions to a display object comprising a plurality of elements, for the purposes of a decision maker's evaluation of the display object, the method comprising the steps of:

displaying ~~the an undivided~~ display object on a display screen for a predetermined time to at least one viewer for the purposes of collecting viewer reactions to the display object;

collecting cognitive viewer reactions to at least one element of the display object after ~~the at least one viewer has viewed~~ viewing the display object;

~~subsequently dividing the screen of the display object into a plurality of spatial regions after the step of displaying the display object to at least one viewer;~~

correlating the viewer reactions with the spatial regions of the display object;

~~image processing, using a computer or other processor, the viewer reactions corresponding to each spatial region;~~

displaying to the decision maker the display object with at least one characteristic based on the viewer reactions corresponding to each spatial region.

Claim 22 (previously presented): The method of claim 21 wherein the viewer reactions comprise at least one cognitive response selected from the group consisting of memory of elements, likeability, appeal, purchase interest, relevance, and emotional response.

Claim 23 (previously presented): The method of claim 21 wherein the image processing step comprises correlating viewer responses with at least one characteristic selected from the group consisting of coloring, color saturation, transparency, superimposition, opacity and tingeing.

Claim 24 (canceled)

Claim 25 (previously presented): The method of claim 21 further comprising the step of the decision maker determining whether the display object elicited desired effects in the viewer, and strengths and weaknesses of each spatial region of the display object.

Claim 26 (previously presented): The method of claim 21 wherein the step of displaying the display object on a display screen for a predetermined time comprises displaying the object for a predetermined time of between approximately  $\frac{1}{4}$  second and 4 seconds.

Claim 27 (previously presented): The method of claim 26 comprising:  
displaying the object to the viewer for a first short predetermined time;  
collecting first viewer reactions to the first short display;  
displaying the object to the viewer for a second longer predetermined time; and  
collecting second viewer reactions to the second longer display; and  
displaying to the decision maker a plurality of images, wherein each image is derived from each of the collected viewer reactions.

Claim 28 (previously presented): The method of claim 21 wherein the displaying to the decision maker step comprises providing static images to the decision maker.

Claim 29 (previously presented): The method of claim 21 wherein the displaying to the decision maker step comprises playing a movie of the images to the decision maker.

Claim 30 (previously presented): The method of claim 21 wherein the step of displaying the display object on a display screen comprises displaying the display object on a computer screen.

Claim 31 (previously presented): The method of claim 21 wherein each spatial region comprises a cell of a matrix.

Claim 32 (previously presented): The method of claim 21 wherein the step of collecting cognitive viewer reactions comprises recording remembered elements.

Claim 33 (previously presented): The method of claim 21 further comprising the step of determining how long it takes the viewer to register the elements.

Claim 34 (previously presented): The method of claim 21 wherein the step of collecting cognitive viewer reactions comprises recording the location on the screen where the viewer remembered seeing the elements.

Claim 35 (previously presented): The method of claim 21 wherein the displaying to the decision maker step comprises displaying on a computer screen.

Claim 36 (previously presented): The method of claim 21 wherein the displaying to the decision maker step comprises displaying via a projector onto a surface.

Claim 37 (previously presented): The method of claim 21 wherein the at least one characteristic of a spatial region is determined by the percentage of viewers having reactions to one or more elements located in the spatial region.

Claim 38 (previously presented): The method of claim 21 wherein the display object comprises at least one object selected from the group consisting of a print advertisement, a page from a catalog, magazine, or other printed publication, an electronically published page, an internet page, a CD-ROM page, a photograph, an artistic rendering, and a visual representation.

Claim 39 (previously presented): The method of claim 21 wherein the at least one element comprises an object selected from the group consisting of a headline, a character, a figure, a word, a package, a brand, and a logo.

Claim 40 (previously presented): An apparatus for measuring viewer response to a display object comprising a plurality of elements, the apparatus comprising:

- a display for displaying an undivided display object to one or more viewers;
- a data collector for receiving responses from the viewers regarding at least one of the elements after the viewers have viewed said display;

- a processor for correlating the responses to a plurality of spatial regions dividing the display object and assigning at least one characteristic to each of said spatial regions based on the responses; and

- a display for displaying the display object divided into said spatial regions having said at least one characteristic to one or more decision makers.

Claim 41 (previously presented): The apparatus of claim 40 wherein said display object comprises a visual stimulus represented or projected on a two-dimensional surface.

Claim 42 (previously presented): The apparatus of claim 40 wherein either of said displays comprises a computer screen.

Claim 43 (previously presented): The apparatus of claim 40 wherein said display for displaying the display object divided into said spatial regions comprises a projector.

Claim 44 (previously presented): The apparatus of claim 40 wherein said display of the display object comprises a visual stimulus designed to communicate a specific set of messages in order to elicit a response from viewers of the display object.

Claim 45 (previously presented): The apparatus of claim 40 wherein said display object comprises at least one object selected from the group consisting of a print advertisement, a page from a catalog, magazine, or other printed publication, an electronically published page, an internet page, a CD-ROM page, a photograph, an artistic rendering, and a visual representation.

Claim 46 (previously presented): The apparatus of claim 40 wherein said display for displaying an undivided display object displays said display object for at least one predetermined time exposure.

Claim 47 (previously presented): The apparatus of claim 46 wherein said display for displaying an undivided display object displays said display object for a sequence of predetermined time exposures.

Claim 48 (previously presented): The apparatus of claim 46 wherein said predetermined time exposure comprises a duration of between approximately  $\frac{1}{4}$  second and 4 seconds.

Claim 49 (previously presented): The apparatus of claim 50 wherein said processor determines a time length for viewers to register at least one element of the display object.

Claim 50 (previously presented): The apparatus of claim 40 wherein said at least one element comprises an object selected from the group consisting of a headline, a character, a figure, a word, a package, a brand, and a logo.

Claim 51 (previously presented): The apparatus of claim 40 wherein said data collector records viewer responses to different elements.

Claim 52 (previously presented): The apparatus of claim 40 wherein said viewer responses comprise at least one response selected from the group consisting of memory of elements, length of time for the view to register an element, location on the display where the viewer remembered seeing an element, likeability, appeal, purchase interest, relevance, an emotional response, and a cognitive response.

Claim 53 (previously presented): The apparatus of claim 40 wherein said characteristic is selected from the group consisting of coloring, color saturation, transparency, superimposition, opacity, and tingeing.

Claim 54 (previously presented): The apparatus of claim 40 wherein said at least one characteristic of a selected spatial region is determined by the percentage of viewers having at least one response to one or more elements located in said selected spatial region.

Claim 55 (previously presented): The apparatus of claim 40 wherein each said spatial region comprises a cell of a matrix.

Claim 56 (previously presented): The apparatus of claim 40 wherein said display for displaying the display object divided into said spatial regions comprises one or more images displayed statically.

Claim 57 (previously presented): The apparatus of claim 40 wherein said display for displaying the display object divided into said spatial regions comprises a movie.